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# NEW YEAR'S EVE EVENT TOOLKIT

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New Year's Eve provides an opportunity to bring our community together to participate in a safe and healthy event.

Data shows that holidays bring increases in Emergency Room visits for substance abuse-related issues.

Holidays represent an increase in traffic safety risk due to the increased motor vehicle traffic and potential risk factors such as alcohol and other drug-impaired driving.

(DOT, 2010; DAWN, 2011)

**ND is #1 for  
binge drinking  
for ages 12+.**

(NSDUH, 2008-2009)

92% of ND community members believe it is possible to reduce alcohol and drug problems through prevention.

(CRS, 2008)

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## Take A Closer Look...

...at your New Year's Eve plans.





# PLANNING GUIDE

## Getting Started Checklist

- \_\_\_\_\_ Choose one person to lead the planning
- \_\_\_\_\_ Choose one person to be the event spokesperson
- \_\_\_\_\_ Identify other agencies/organizations that can assist in the planning/implementation of event (*Refer to page 10*)
- \_\_\_\_\_ Develop a program budget and a timeline for accomplishing all tasks

## Logistics

- \_\_\_\_\_ Select a date, time, and location (Keep in mind your location will determine the type and number of participants) for the New Year's Eve event (*Refer to page 11*)
- \_\_\_\_\_ Estimate how many people will attend event
- \_\_\_\_\_ Determine how to handle any necessary post-event cleanup

## Event

- \_\_\_\_\_ Plan activities (*Refer to page 9*)
- \_\_\_\_\_ Plan and order needed materials (food, drinks, party favors, decorations, games, etc.)
- \_\_\_\_\_ Order materials from PRMC (*Refer to page 17*)
- \_\_\_\_\_ Gather volunteers and assign tasks

## Promotion (*Refer to page 12-16*)

- \_\_\_\_\_ Create promotional materials
- \_\_\_\_\_ Prepare and disseminate a news release
- \_\_\_\_\_ Possible Places to disseminate event announcements:
  - Local media outlets
  - School newsletter
  - Flyer in local businesses
  - Flyer on cars
  - Church bulletins
  - Facebook/E-mail
  - Community group newsletters/bulletins



# PLANNING GUIDE

## The Day of the Event

- \_\_\_\_\_ Arrive early to make sure the room is set up properly
- \_\_\_\_\_ Greet guests and inform them of the night's activities
- \_\_\_\_\_ Track number of attendees as they arrive
- \_\_\_\_\_ Steer media to event spokesperson
- \_\_\_\_\_ Start on time and keep the event activities on schedule

## After the Event

- \_\_\_\_\_ Complete and return DHS event report
- \_\_\_\_\_ Send out a post-event news release
- \_\_\_\_\_ Write thank-you letters to the volunteers and community sponsors
- \_\_\_\_\_ Follow up with agencies and organizations to get their feedback
- \_\_\_\_\_ Follow up with long-term activities that provide a continued emphasis on preventing underage drinking in the community
- \_\_\_\_\_ Use available print, radio, television, and online Public Service Announcements (PSAs) to further the underage drinking prevention message (contact the PRMC for more information)

**Then, give yourself a pat on the back— you've made a contribution to the prevention of underage drinking!**



# ALTERNATIVE ACTIVITY IDEAS

1. Bowling (partner with local bowling alley)
2. Movies (partner with local movie theatre)
3. Board games – award prizes
4. Video games – award prizes
5. “Minute to Win it” / “Fear Factor” party – award prizes  
<http://www.nbc.com/minute-to-win-it/how-to/>
6. Celebrate New Year’s in different countries every hour (can include cultural food, games, traditions, etc.)  
<http://www.apples4theteacher.com/holidays/new-years-day/around-the-world.html>
7. Theme dress – based on the decade you were born
8. Bring in a band/D.J.
9. Battle of the bands
10. Other forms of entertainment (magic, hypnotist, etc.)
11. Inflatable games and obstacle courses
12. Life-sized games (twister, checkers, chess, etc.)
13. Carnival style games
  - a. Cake walk
  - b. Fish pond
  - c. Bean bag toss
  - d. Guess-how-many jar
  - e. Balloon animals
  - f. Dunk tanks
14. Provide party favors for all who attend
15. Face painting
16. Talent Show
17. Karaoke
18. Crafts (decorate T-shirts, make picture frames, design fish bowls, make noise-makers)
19. Make care packages (for soldiers, hospitals, charities, nursing homes, etc.)

**Be creative & invent your own!**





# KEY PARTNERS

- Educators
- Schools/Higher Education
- Parents
- Counselors
- Churches
- Business owners
- Community groups (coalitions, volunteer organizations)
- Law enforcement
- Youth groups (SADD, FFA, etc.)
- City officials
- Military
- Media (TV, newspaper, radio)
- Local parks and recreation
- Visitor centers
- Insurance agencies
- Treatment centers
- Public Health
- Hospitals/Clinics
- Fire/Emergency personnel



# POSSIBLE LOCATIONS

- School gym
- Community center/hall
- Bowling alley
- Movie theatre
- Church
- Armory
- Government office buildings
- Community club buildings (Elks, VFW, etc.)
- Shopping center
- Visitor center
- Fire hall



# MEDIA/PROMOTION

The traditional media, such as local newspapers and radio and television stations, are excellent channels for sharing information with large audiences. An important part of a media organization's mandate is to be of public service. Thus, the media should welcome an opportunity to address the problem of substance use. Your goal in reaching parents, caregivers, and others through the media should be to encourage conversations in families, schools, and communities.

Create or use a list of media contacts who cover stories about events, health, substance abuse, and education. Don't overlook community newspapers as potential outlets for raising awareness about your New Year's Eve event and its message. In addition, local faith-based organizations and youth-related groups may publish their own newsletters and be eager to support your event's objectives.

*NOTE: In working with reporters, remember that they are frequently on deadline and may not return messages quickly. Be sensitive to their time constraints. Be patient but persistent. Your event is an important opportunity to get involved and provide a positive atmosphere for the people in your community.*

## How to Use a Media Advisory

Media members are more responsive to requests for space or airtime when they receive information about a local issue in a ready-to-use format and style. A media advisory alerts the media to your upcoming New Year's Eve event. It provides just enough information to encourage reporters to attend and cover the event.

An advisory includes only the highlights of your event in outline form: who, what, where, when, why, contact information, and interview opportunities. When selecting a contact person, remember that this individual must be available to take calls in advance and on the day of the event. Include a short paragraph with helpful background information. Lead off your media advisory, as well as other information you submit to the media, with an informative and catchy title. The purpose is to draw attention to your message and get the reporter to cover your event. For television reporters, be sure to mention any great visuals they will be able to capture at the event.

Send the advisory a week in advance of your event so reporters can schedule coverage.



# MEDIA/PROMOTION

## How to Use a News Release

A news release, one to two pages in length, provides complete information that the media can use to write a story on your event. The general format for a news release includes an introductory paragraph providing the “who, what, when, where, and why” of an event—in other words, all of the essential information. The next one or two paragraphs contain supporting information. Quotes by key local leaders or individuals involved in the event can make the release more lively and interesting. The final paragraph generally describes the sponsoring organizations. When issuing your news release, use printed letterhead. Mark the end of each page with “-more-” and the end of the final page with “-30-” or “###.”

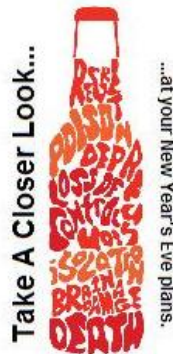
News releases are delivered personally or by fax or email to the media a day or two before the event.

## How to Use a Public Service Announcement (PSA)

Public Service Announcements (PSAs) are messages the media broadcasts or prints free of charge to serve the public good. Most media outlets have public service directors who handle requests for PSA placement. Use information from the News Release to create PSAs for TV and radio. Community Public Access Channels are also great ways to place PSA information.

## Logos

*Please use the following logos on all (when possible) of your media pieces.*



## Sample News Release

(email)

## [13]

# MEDIA/PROMOTION

## Sample Newspaper Ad

Edit the following **Newspaper Ad** to be placed in your local paper for a few weeks prior to the event. The ad size is 4" x 4".



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# NEW YEAR'S EVE EVENT

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**This event is alcohol-free!**

Join *[Community Name/Organization]* as we ring in the  
New Year with a *[Name of event]*

Where:

When:

Activities:

*Event is family friendly and open to all ages!!*

Free Food!!    Free Party Favors!!    Prizes & Fun!!





## Activities:

***Event is family friendly and open to all ages!!***

***(Include only if applies)***



# PRMC MATERIAL ORDER FORM

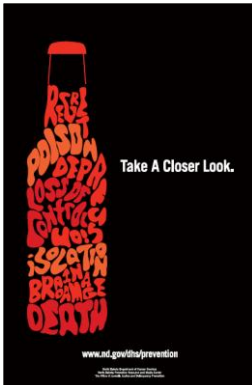


**Take A Closer Look**

**POSTER**

*Audience:* Adult

QUANTITY:

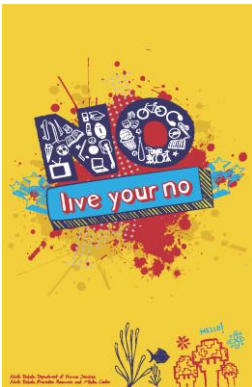


**Take A Closer Look**

**POSTER**

*Audience:* Middle School, High School, College, Adult

QUANTITY:



**Live Your NO!**

**POSTER**

*Audience:* Preschool - Elementary School

QUANTITY:



**Take A Closer Look**

**TEMPORARY  
TATTOO**

QUANTITY:



**Live Your NO!**

**TEMPORARY  
TATTOO**

QUANTITY:



# PRMC MATERIAL ORDER FORM

NAME	
ORGANIZATION	
ADDRESS	
CITY/STATE/ZIP	
PHONE	
E-MAIL	
PROFESSION	
INTENDED AUDIENCE	
EVENT (IF APPLICABLE)	

## RETURN IN SELF ADDRESSED ENVELOPE

**FAX ORDERS** 701-328-8979

**E-MAIL ORDERS** [ndprmc@nd.gov](mailto:ndprmc@nd.gov)

**TELEPHONE ORDERS** 701-328-8919



## North Dakota Prevention Resource and Media Center

1237 W Divide Ave Suite 1D

Bismarck, ND 58501

PHONE: 701-328-8919

FAX: 701-328-8979

E-MAIL: [ndprmc@nd.gov](mailto:ndprmc@nd.gov)

WEBSITE: [www.nd.gov/dhs/prevention](http://www.nd.gov/dhs/prevention)



